

Mailers Technical Advisory Committee Update

October 2015



► Association of Associations

- Representatives of the industry – not companies
- Currently Over 50 Associations have an MTAC membership
 - Associations include: DMA, PostCom, MPA, IDEAlliance, Alliance of Nonprofit Mailers, PIA, NNA, PSA, etc.
 - One Association Executive and up to Three Association Representatives per Association
 - Approximately 175 Association Executives and Representatives

► Focus

- A venue for the U.S. Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services
- Enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the Postal Service.

MTAC 50th Anniversary

▶ Pres. John F. Kennedy

- Executive Order 11007
 - February 26, 1962

▶ May 27, 1965

- Post Office Department Headquarters
- Circular No. 65-13
- PMG John Gronouski

▶ Partnership Results

- ZIP Code
- Barcoding
- Drop Shipping
- Flats Sequencing System
- Etc.



CELEBRATING 50 YEARS OF ACHIEVEMENT

Sharing Information, Solving Challenges

The Postmaster General's Mailers Technical Advisory Committee (MTAC) is a venue for the United States Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of mailing industry stakeholders and the Postal Service.

50 Years of Success

On May 27, 1965 Post Office Department Headquarters Circular No. 65-13 was issued by PMG John Gronouski, forming the Mailers Technical Advisory Committee and since then it has been 50 years of milestones.



Looking Back at Partnership Results

ZIP Code
Classification
Presorting
Carrier Route
ZIP+4
Rate Case Implementation
Barcoding
Address Block
Postnet Barcode
Delivery Point Barcode
Automation
Optical Code Recognition
Machinable Polywrap
Addressing
National Change of Address
Coding Accuracy Support System
Advanced Address Quality Tools
Drop Shipping
Transportation Worksharing
Savings
Palletized Mail
Drop Ship Appointment Systems
Consistency
Mailing Standards
Business Mail Acceptance
DIMM Advisory
Web-based Technology
eMail
Reply Mail website
IBSN
Mail.dat
Business Mail Entry
Automated verification
PostalOne!
MERLIN
Bundle Integrity
Premium Forwarding Service
Intelligent Mail Barcode
eVS
Commercial Plus postage
Every Door Direct Mail
Flats Sequencing System

UNPARALLELED DEDICATION

With 50 years of unmatched performance, MTAC and the Postal Service have been instrumental in helping make mail processes and programs work better.




When we work together to enhance the value of mail — from Product Development, Mail Preparation and Entry, Visibility and Service Performance Measurement, to Payment and Acceptance — we surpass expectations and the entire industry benefits.

The effort of this special group of industry experts has grown over the years and the successes and rewards are many. MTAC work groups have played instrumental roles in modernizing the mailing industry as the Postal Service evolves through automation technology. MTAC members can also take pride in knowing they supported worksharing programs that have generated billions of dollars in annual cost savings.

As we enter the next 50 years, our unique approach to building alliances will serve MTAC and the Postal Service well. We are committed to our common goal of keeping the mailing industry relevant and strong, well into the future.



MTAC Executive Committee Members (2014-2015)

Industry	U. S. Postal Service
Christopher G. Lien Industry Chair (2014-2015) BCC Software	Jim Nemec Postal Chair Vice President, Consumer & Industry Affairs
Erv Drewek Industry Vice Chair & Treasurer (2014-2015) Graphic Communications, a Veritiv company	Judy de Torok Postal Co-Vice Chair Manager, Industry Engagement & Outreach Consumer & Industry Affairs
Phil Thompson Immediate Past Industry Chair (2012-2013) Quad/Graphics Inc	John Budzynski Postal Co-Vice Chair Consumer Advocate and Manager Customer Relations Consumer & Industry Affairs
 Wanda Senne Incoming Industry Vice Chair (2016-2017) World Marketing	Dale Kennedy Program Manager Manager, Business Customer Support & Service Industry Engagement & Outreach

MTAC Leadership (2014 to 2015)

Industry Leaders		Postal Service
Classes of Mail	Focus Areas	
First-Class Mail	Payment	
Sharon Harrison <i>Major Mailers Association</i> AT&T Services Inc.	Angelo Anagnostopoulos <i>Edison Electric Institute</i> GrayHair Software Inc	Pritha Mehra VP, Mail Entry & Payment Technology
Periodicals	Service Performance Informed Visibility/Addressing	
John Stark <i>IDEAlliance</i> Condé Nast	Lisa Bowes <i>Nat'l Alliance of Standard Mailers & Logistics</i> Intelisent:	Robert Cintron VP, Enterprise Analytics
Standard Mail	Preparation & Entry (Operations)	
Wanda Senne <i>Nat'l Assn of Advertising Distributors</i> World Marketing	Bob Schimek <i>IDEAlliance</i> Satori Software	Linda Malone VP, Network Operations
Package Services	Mailpiece Design & Product Development	
John Medeiros <i>Parcel Shippers Association</i> DHL Global Mail	Steve Colella <i>Association of Marketing Service Providers (AMSP)</i> The Calmark Group	Gary Reblin VP, New Products and Innovation

MTAC Meetings

- ▶ **Quarterly meetings generally held at USPS Headquarters**
 - MTAC members are required to attend. Substitutes are not allowed.
- ▶ **Approved Industry experts can attend as guests**
 - Each association is permitted a maximum of three guests per year
- ▶ **Becoming an MTAC Member:**
 - Check the MTAC Roster posted on ribbs.usps.gov
- ▶ **Meeting Format**
 - Tuesday Morning – MTAC Committee Meetings
 - Tuesday Afternoon MTAC General Session – Open
 - Wednesday All Day Focus Group Meetings – Closed
 - MTAC General Assembly (announcements; recognize new members)
 - MTAC Business Meeting for current MTAC industry members only
 - Thursday Morning – Workgroup Sessions & Meetings
 - MTAC Leadership and Executive Committee meetings

Types of Committees

Group Type	Intended Function	Primary Sponsor / Oversight	Group Participants	Approval of Participants	Timeframe
User Group	Ongoing forum for USPS & users of a particular postal product or process.	MTAC Focus Area Leader (postal and/or industry)	Subject Matter Experts (both USPS and industry)	User Group Leaders	Open - No specific end date. Annual review of issue statement in August by the MTAC EC.
Work Group	Address defined issues, and provide recommendations	MTAC Focus Area Leader (postal and/or industry)	Primarily MTAC Members and industry experts	MTAC Focus Area Leader	Concludes when recommendations are submitted for consideration (per the issue statement)
Task Team	Quickly address very specific issue to achieve results in a strict, often urgent period of time.	MTAC Executive Committee (may also be delegated to Focus Area Leader if subject is specific to an Area)	Specifically selected by MTAC Leadership and Executive Committee	MTAC Executive Committee	Concludes when task or problem resolution is completed (per the issue statement)

Current User Groups

- ▶ **#1 - PostalOne!, SASP, Intelligent Mail** *(Weekly)*
- ▶ **#2 - eVS/Product Tracking System** *(Monthly)*
- ▶ **#3 – FAST** *(Biweekly)*
- ▶ **#4 – Visibility** *(previously CONFIRM) (Biweekly)*
- ▶ **#5 – Addressing** *(Technology & Business Strategy) (Biweekly)*
- ▶ **#7 – MTEOR** *(Quarterly)*
- ▶ **#8 – USPS Promotions** *(Monthly)*
- ▶ **#9 – Presort Reference Data** *(Biweekly)*
- ▶ **#10 – Mail Acceptance and Payment** *(TBD)*



Status of Workgroups and Task Teams

▶ Recent Completions

- WG 143 - Seamless Acceptance
- WG 151 - Streamlined Weight and Ad Capture Process
- WG 168 - FSS Multi-scheme Pallets
- WG 169 - Refining Package Machinability Standards
- WG 170 - Certificate of Mailing (COM) Improvements

▶ In-Progress

- WG 171 - Improving Accuracy and Use of UAA Reason Codes
- WG 172 - PAVE Enhancement
- WG 173 - Payment Modernization
- WG 174 - An informed delivery APP
- WG 175 – Streamlining CSA Mail Preparation

▶ Task Teams

- TT 23 - Readiness for Trend Based Verification

Recent and Planned MTAC Related Webinars

- ▶ **Webinars and Related information is located on the Industry Outreach page of RIBBS**
 - Industry Alert communications are also archived at this location.



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Industry Outreach

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- Industry Outreach
- Industry Outreach
- Mail Prep & Entry Steering Committee
- Major/Minor Release Schedule
- MDA Customer

USPS Webinars and Workshops

- [USPS Webinar Schedule](#)
- [Webinar Archives](#)
- [National Postal Forum \(NPF\)](#)
- [Government Mail Education Day \(January 28, 2015\)](#)

Industry Alerts and Notices

- [Industry Alert Archives](#)

Industry Alert email communications inform industry Stakeholders about important information regarding USPS webinars, promotions, products, and other news. To subscribe or unsubscribe from the Industry Alert mailing list, please contact IndustryAlert@usps.gov.

Key Highlights of Focus Areas

▶ **Mail Preparation and Entry (Operations)**

- Revise 5-Digit schemes for First-Class flats (First-Class)
- Review 13-ounce restriction on air transit / TSA regulation (First-Class)
- Multi-Scheme FSS pallets over phase period (Periodicals)
- FAST contact information to be updated (Standard Mail)
- Update color code policy on RIBBS (Standard Mail)
- Add CSV file download option for labeling list on RIBBS (Package Services)

▶ **Visibility/Service Performance Measurement**

- Request for more Industry Alerts on Enterprise Analytics (First-Class)
- “93 Return IMb” analysis into UG5 action and discussion (First-Class)
- Improve percentage of Periodicals from measurement (Periodicals)
- USPS to review DPV performance of addresses on packages (Package Services)

Key Highlights of Focus Areas

▶ **Product Development**

- UG8 review of acceptance Color Transpromo requirements (First-Class)
- Review of insurance companies participation in mobile promotion (First-Class)
- Discuss and evaluate Mail Service Provider incentive (First-Class)
- Outreach program for Secure Destruction program (First-Class)

▶ **Payment and Acceptance**

- Review of sample request for incentives and promotions (First-Class)
- RIBBS information on Guide to Assessable Metrics (All)
- Threshold change requests with lead time (First-Class)
- Review assessment period; Request 6 month notice (First-Class)
- Payment Modernization impact (Periodicals)
- Webinar on Postage Assessment process (All)
- Mail Anywhere fact sheet review (Standard Mail)
- MID usage for eVS (Package Services)

Questions?

Interim MTAC Update 2015 status and inquiries should be directed to:
Consumer & Industry Affairs / Industry Engagement & Outreach

Email: MTAC@usps.gov

